



STATE OF NEVADA
Department of Administration
Division of Human Resource Management

CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
COMMUNICATIONS DIRECTOR, NDOT ***	40	B	7.812

Under direction of the Deputy Director, Nevada Department of Transportation (NDOT), the incumbent manages and directs the Public Information Division, Customer Service Programs, Multi Media Section, and Public Hearings, and communicates transportation strategy, policy, law, legislation and regulation and the impact on agreements and relations with federal, State and local government, the general public and the business community.

Represent the department in communications with all department management; serve in the capacity of liaison with the Governor's office, legislators, government officials and citizen groups in an effort to facilitate the department's position on pending legislation or to resolve issues and/or concerns; maintain close contact with industry and special interest groups to facilitate the department's position on pending legislation, current and/or future projects to deter possible conflicts.

Maintain internal contacts with all department offices and divisions for the purpose of accomplishing legislative activities; communicate with federal and local officials, legislative staff, and special interest groups to encourage cooperation, reduce negative perception, and demonstrate a willingness to be a service-oriented entity.

Identify, analyze, interpret and track complex legislation; compile information and background research on proposed legislation; provide feedback to the department, constituencies and legislators; coordinate and respond to legislative inquiries; prepare testimony and create background materials for public hearings; monitor all legislation and strive to ensure the department's programs are not adversely affected.

Plan, develop, coordinate, implement and direct creative and effective communication strategies and public relations endeavors designed to inform and elicit public support for transportation projects and promote a positive public image in conjunction with federal, State and local agency programs; direct and coordinate the public relations staff in promoting internal and external communications; prepare, edit and release official memoranda, reports and correspondence on behalf of the department; ensure information is factual, current and accurate.

Integrate communication strategies with agency goals and objectives; create communication plans for proposed legislation, budget testimony and other communications that advance agency programs or public policy initiatives; generate communication plans that focus on constituent relationships.

Train, supervise and evaluate the performance of subordinate supervisors, professional and support staff; prepare work performance standards; evaluate the need for, and provide staff development opportunities to optimize work unit efficiency; counsel and discipline employees as needed and in accordance with established policies, procedures and regulations.

Develop and administer divisional budgets for areas of responsibility; monitor budget expenses to ensure expenditures are in conformance with State and department policies, regulations and budgetary limits.

Conduct special research projects as required.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

SPECIAL REQUIREMENT:

- * A valid driver's license is required at the time of appointment and as a condition of continuing employment.

EDUCATION AND EXPERIENCE: Bachelor's degree from an accredited college or university in business or public administration, economics, political science, public relations, engineering, communications, journalism, law or closely related field and five years of progressively responsible experience acting as a liaison with one or more of the following groups: legislators; federal, State and local government officials; or public entities, citizen groups, the media and the general public; for the purpose of promoting organizational goals and/or legislative objectives. Two years of the qualifying experience must have been at the supervisory level; **OR** an equivalent combination of education and experience. (See Special Requirement)

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES (required at time of application):

Detailed knowledge of: public relations, media relations or communication; establishing and promoting a positive image with the public; effective communication; structure and content of the English language; writing techniques to inform and persuade different audiences with various levels of comprehension; media production, communication and dissemination techniques and methods including alternative ways to inform via written, oral and visual media. **Working knowledge of:** methods and techniques of data gathering and analysis of public opinion, including statistical analysis techniques. **Ability to:** effectively promote the department's position on transportation related issues; identify, analyze and interpret complex legislation and assess the impact on agreements, contracts and relations with federal, State and local government, the general public and business community; establish and maintain effective working relationships with members and staff of the Legislature, Governor's office, community leaders, representatives, individuals and special interest groups; deal effectively with persons representing widely divergent backgrounds, interests and points of view; coordinate and integrate the work activities of diverse work units; work under pressure and meet deadlines; interpret laws, legislation and/or regulation; represent the agency both within and outside the organization and to gain support for programs, projects and policies; develop and/or direct timely and accurate responses for information to citizens, community groups or governmental agencies; develop alternative approaches to resolve controversial disputes.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES (typically acquired on the job):

Detailed knowledge of: State and federal laws, regulations governing agency activities; organizational structure, functions, procedures and applicable regulatory requirements of the department; transportation related program areas; department program objectives and requirements. **Ability to:** conduct special research projects; manage and coordinate activities of assigned staff.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

7.812

ESTABLISHED: 12/7/11UC